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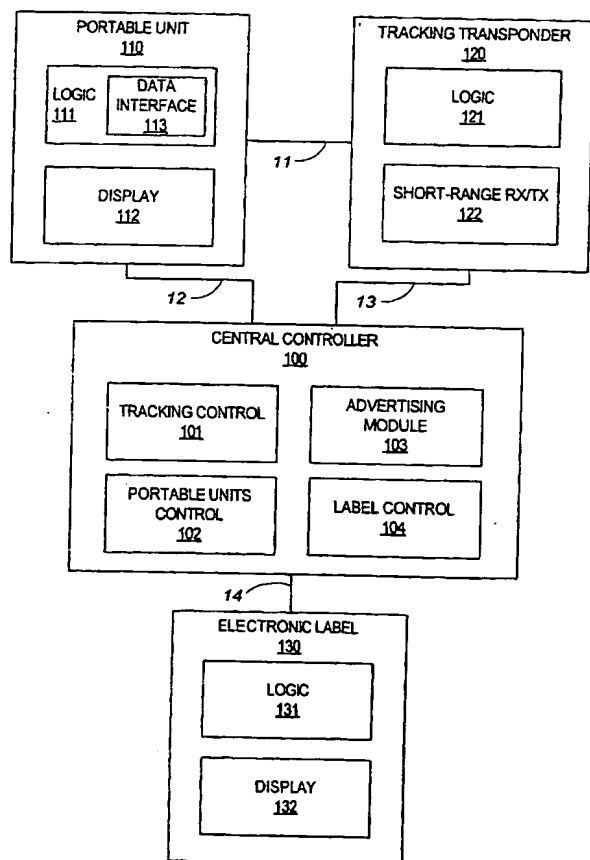
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[Continued on next page]

(54) Title: **SYSTEM AND METHOD FOR TARGETED MESSAGING**



(57) Abstract: A system and method of transmitting targeted information to a visitor including activating an electronic label (130) associated with an item to produce attention-catching indicia (132) when the visitor is in proximity to the item, and displaying advertising information (103) related to the item on a display of a portable unit (110) associated with the visitor.



TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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# INTERNATIONAL SEARCH REPORT

International application No.

PCT/IL04/00004

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : G06F 17/60; G06K 7/00

US CL : 705/14; 235/383

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)  
U.S. : 705/14; 235/383

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
Please See Continuation Sheet

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 5,889,449 (TEICHER et al.) 9 March 1999, whole document	1-21
Y	US 6,327,570 B1 (STEVENS) 4 DECEMBER 2001, whole document	1-21
Y	US 6,177,880 B1 (BEGUM) 23 JANUARY 2001, whole document.	1-21
Y	US 6,314,406 B1 (O'HAGAN et al.) 6 NOVEMBER 2001, whole document.	1-21
Y	US 6,047,263 (GOODWIN, III) 4 APRIL 2000, whole document	1-21
Y	US 6,107,936 (ZIMMERMAN) 22 AUGUST 2000, whole document.	1-21

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For

# INTERNATIONAL SEARCH REPORT

PCT/IL04/00004

**Continuation of B. FIELDS SEARCHED Item 3:**

**EAST**

portable, hand-held, mobile, terminal, unit, device, electronic label, tag, proximity, signal alert, message